

Research on the Teaching Contents of the Employment and Entrepreneurship Guiding Courses

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Abstract: With the increasing number of students in higher vocational colleges in China in recent years, the ability and quality of students trained by different professions has become an important indicator of the choice of talents. Therefore, how to further improve and cultivate the overall ability and employment and entrepreneurship ability of students in higher vocational colleges is also a topic actively explored by many scholars in higher vocational colleges in China. The author has a certain view on the development and cultivation of students through the practical teaching and understanding of modern employment and entrepreneurship guidance in higher vocational colleges, and actively discusses the difficulties and countermeasures in the construction of employment entrepreneurship guidance curriculum system. Exploring and cultivating students will make the employment and entrepreneurship guidance work more perfect.

1. Introduction

The so-called modern employment and entrepreneurship guidance program refers to the active cooperation mechanism between higher vocational colleges and off-campus related enterprises, so that the development and cultivation of talents can be carried out in a more in-depth manner, and the quality of teaching can be actively improved. As a student recruited by the company, it must have a high level of competence and quality, and its service awareness must be very clear. However, in the current view, most of the students in higher vocational colleges in China are more unique or eloquent, self-contained, and have a very shallow sense of collective behavior. This part of the students also shows the characteristics of poor responsibility, naturally doing things. The ability and quality of the team needs to be improved. At present, China is at a stage of rapid economic development. Therefore, how to cultivate students' excellent ability and the overall quality of students is a problem that all higher vocational colleges need to explore. The main reason for rethinking the problems in the implementation of modern employment and entrepreneurship guidance in higher vocational colleges is that the operational mechanism is not comprehensive enough.

2. The connotation and basic characteristics of modern employment and entrepreneurship guidance

2.1 The connotation of modern employment and entrepreneurship guidance

The so-called apprenticeship system refers to the mechanism in which higher vocational colleges actively cooperate with off-campus related enterprises to run schools. It is more straightforward to say that in actual production, the masters are taught by the students, and the apprentices listen carefully to learn together and create a business development. Professional talents needed.

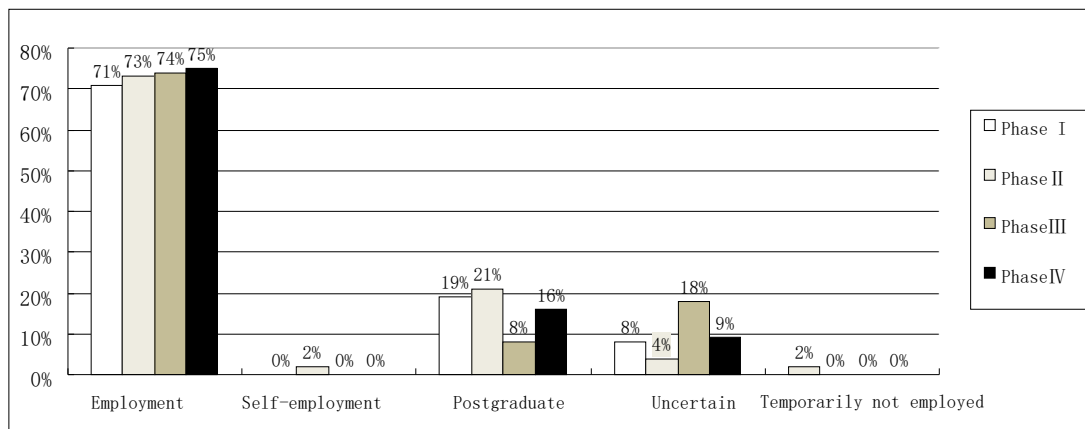


Figure 1: Going statistics after graduation of modern higher vocational college students

From Figure 1, we can clearly see that China is currently in the historical transition from the economic development of medium-sized countries to the economic power, and with the continuous development of China's various corporate undertakings, the industry's demand for professional talents. It also began to get very big. The company pays more attention to the ability of students and the sense of service. These aspects can also be improved and compensated through modern employment and entrepreneurship guidance. Therefore, it is still very important for the professional students to develop a modern employment and entrepreneurship strategy.

2.2 Basic characteristics of modern employment and entrepreneurship guidance

As a newly introduced talent training model in China, this system has the following obvious characteristics:

2.2.1 "Double Identity" in Modern Employment and Entrepreneurship Guidance

The term "dual identity" as used herein refers to the identity of students, on the one hand, students on campus; on the other hand, they have become apprentices in enterprises, and mainly based on students. Higher vocational colleges have certain requirements and training for the professional quality of students by cultivating the quality of students of different majors. In the enterprise, it is more necessary to cultivate students' certain professional qualities. This also requires higher vocational colleges to pay more attention to cultivating students with post-service awareness, and has higher requirements for students' comprehensive professional service ability and ability to adapt to their positions. On the other hand, students who are "apprentices" of enterprises can master the essence of work in real daily work, and under the characteristics of higher vocational colleges, they must propose a series of quality training suggestions for modern employment and entrepreneurship guidance students. This has a positive impact on the development of higher

vocational colleges and surrounding enterprises in China, and lays a foundation for subsequent work.

2.2.2 “Diversified Education Program” Guided by Modern Employment and Entrepreneurship

As an important training and development platform for a large number of professionals, higher vocational colleges have the ability to influence the quality of students' future development. The teaching quality and teaching effect of different majors in higher vocational colleges can directly affect the professional quality of students, which is also very influential for the long-term development of students.

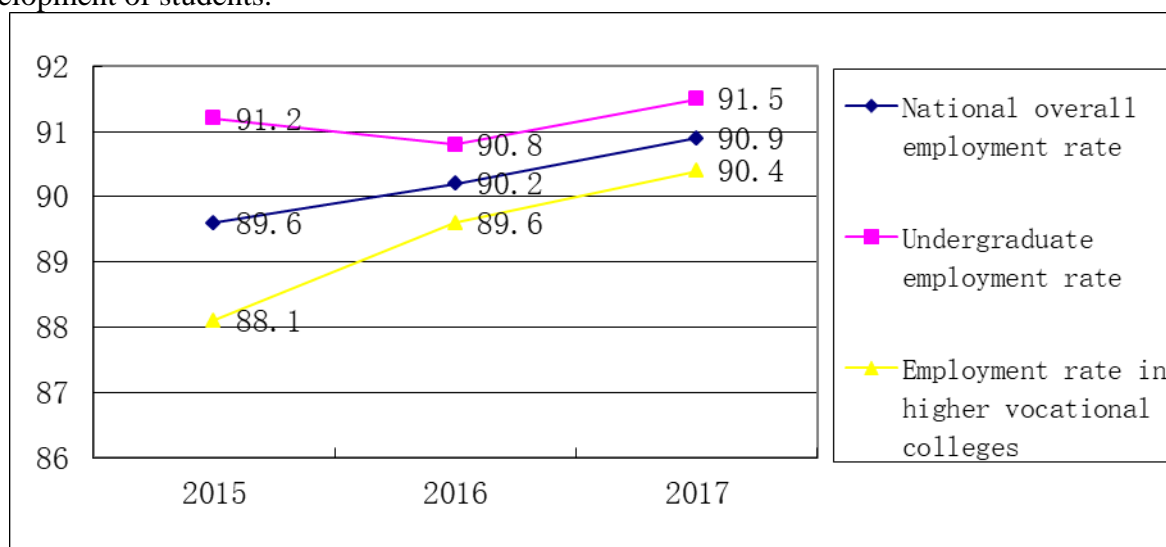


Figure 2: Proportion of employed and entrepreneurial students in higher vocational schools in recent years

As shown in Figure 2 above, in the context of the new era, higher vocational colleges should increase the training of students to carry out "diversified" professional quality, and have a certain deepening training for improving students' professional quality and ability. Diversified abilities and special skills are one of the important foundations for students to adapt to future development needs, and they are “diversified” in teaching according to the requirements of relevant quality standards introduced in China. In combination with the actual development of the school, students can develop autonomous comprehensive learning and practical ability training, so that students can become qualified enterprise technicians backup force after the modern employment and entrepreneurship guidance transformation. The author also provides a certain guidance for the teaching of students in higher vocational colleges by studying the development trend of “diversification” in modern employment and entrepreneurship guidance.

2.2.3 “Activity Management Plan” for Modern Employment and Entrepreneurship Guidance

For the future development of students in higher vocational colleges, it is very important to meet the needs of enterprises, and the “activity management plan” of modern employment and entrepreneurship guidance is mainly divided into the following aspects: firstly, the ability to improve the ideological image, followed by professional The ability to develop knowledge and the ability at the management level. In the process of “task-based” teaching in higher vocational colleges, students should be integrated with the current practical ability to innovate and reform the students' development, so as to truly bring out the significance of higher vocational education and

create excellent work for students' future work. However, through the current overall quality of students in higher vocational colleges in China, modern employment and entrepreneurship guidance to promote students to enhance their own ability has become a very important research topic, and in this context, only through the ability and predicament for students Conduct in-depth analysis, make development recommendations and improve students' long-term.

2.2.4 "Elite Enhancement Ability" of Modern Employment and Entrepreneurship Guidance

- For students in higher vocational colleges, their internal school activities are very common for students.
- Guide and develop the overall quality of students and encourage students to participate in campus cultural activities, which play an important role in the positive development of students.
- These skills are constantly improving in the school, and they can also show their excellent side when they are “apprentices”.
- Building a culture of learning and development within the school by establishing relevant associations.
- It is also possible to hold a number of competitions or professional quality related competitions within the school, and to allow students to develop in a comprehensive manner through different competition forms.
- In addition, for the activities outside the school, by organizing students to participate in some large-scale activities, the overall quality of the students can be improved. As an “apprentice”, you can also participate in corporate activities in a company that works, and in the real world, it can also improve the overall ability of the “apprentice”.

3. The dilemma of modern employment and entrepreneurship guidance in higher vocational colleges

In the process of modern employment and entrepreneurship guidance in higher vocational colleges, the fundamental dilemma that emerged, as mentioned above, is that the mechanism of apprenticeship is still not perfect. This will lead to friction in all aspects of the overall operation of modern employment and entrepreneurship guidance. The insufficiency of this kind of operation mechanism also embodies that the development and cooperation between the school and the enterprise is not deep enough. The manager's understanding of the apprenticeship mechanism is not clear enough, which will lead to a situation where the advantages and complementarities are limited. The overall age structure is also uneven. On the other hand, the overall situation of mutual benefit between schools and enterprises is limited, and the enthusiasm of enterprises is gradually lost.

Analysis on the Countermeasures for the Dilemma of Modern Employment and Entrepreneurship in Higher Vocational Colleges

The modern apprenticeship system is an emerging model for cultivating talents. This model allows talents to have more foundations to develop their abilities based on the relevant participation of employers, and gradually realize targeted training of talents. This is true for real enterprises. The professional environment is very helpful, and it is also the key to the company's own development of its human resources and technical services. By mobilizing the enthusiasm of the participating talents in the industry, it is possible to effectively promote cooperation between the campus and the enterprise, making resource sharing and information exchanges an easy task. In order to solve the current predicament, its most basic advantage lies in the establishment of a safeguard mechanism for safeguarding the enterprise, and the mutual benefit of various aspects through the basis of complementary advantages, so as to solve the different dilemmas caused by the problem of the

operational mechanism.

4. Conclusions

The so-called modern employment and entrepreneurship guidance program refers to the active cooperation mechanism between higher vocational colleges and off-campus related enterprises, so that the development and cultivation of talents can be carried out in a more in-depth manner, and the quality of teaching can be actively improved. At present, China is at a stage of rapid economic development. Therefore, how to cultivate students' excellent ability and the overall quality of students is a problem that all higher vocational colleges need to explore. The main reason for rethinking the problems in the implementation of modern employment and entrepreneurship guidance in higher vocational colleges is that the operational mechanism is not comprehensive enough. The modern apprenticeship system is an emerging model for cultivating talents. This model allows talents to have more foundations to develop their abilities based on the relevant participation of employers, and gradually realize targeted training of talents. This is true for real enterprises. The professional environment is very helpful. Therefore, in this context, it is necessary to make in-depth analysis of the students' abilities and dilemmas, put forward development suggestions and make long-term improvement for students.

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